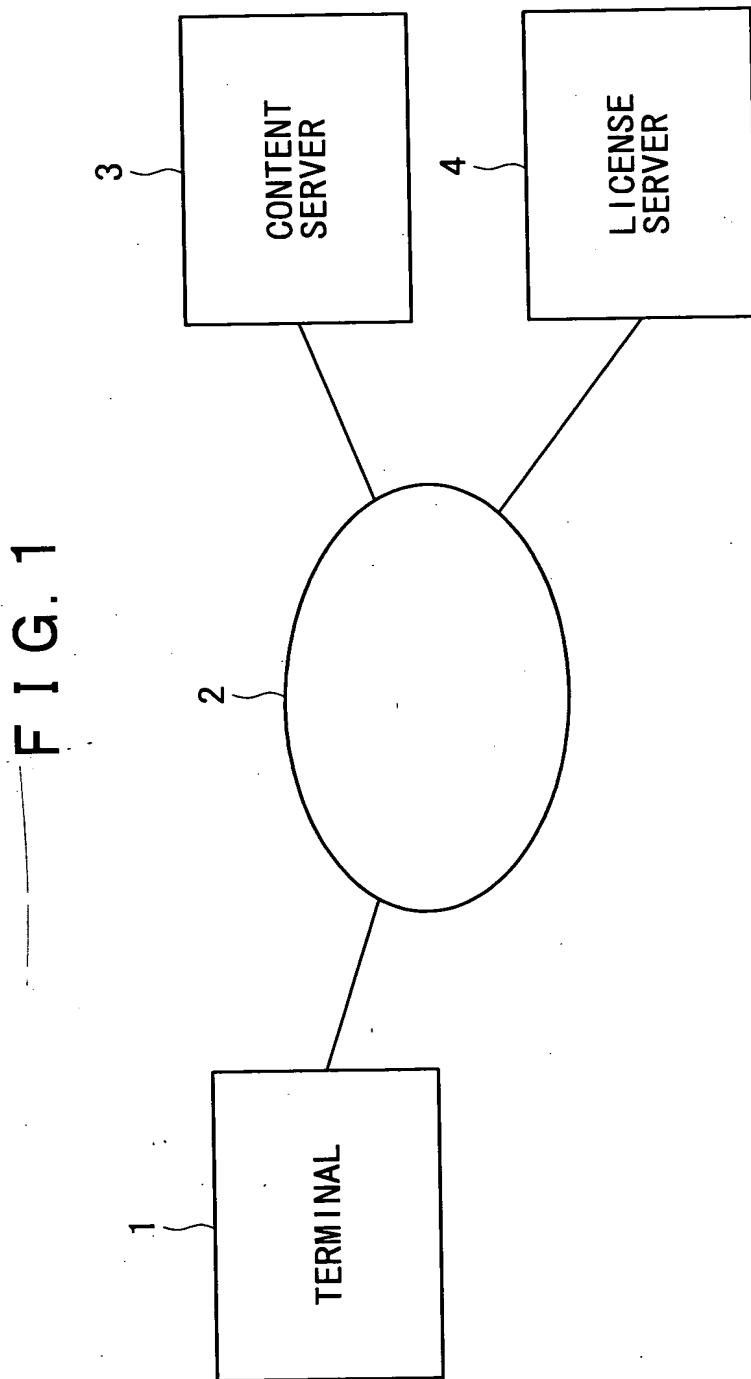


SO4P0878 **10/518797**

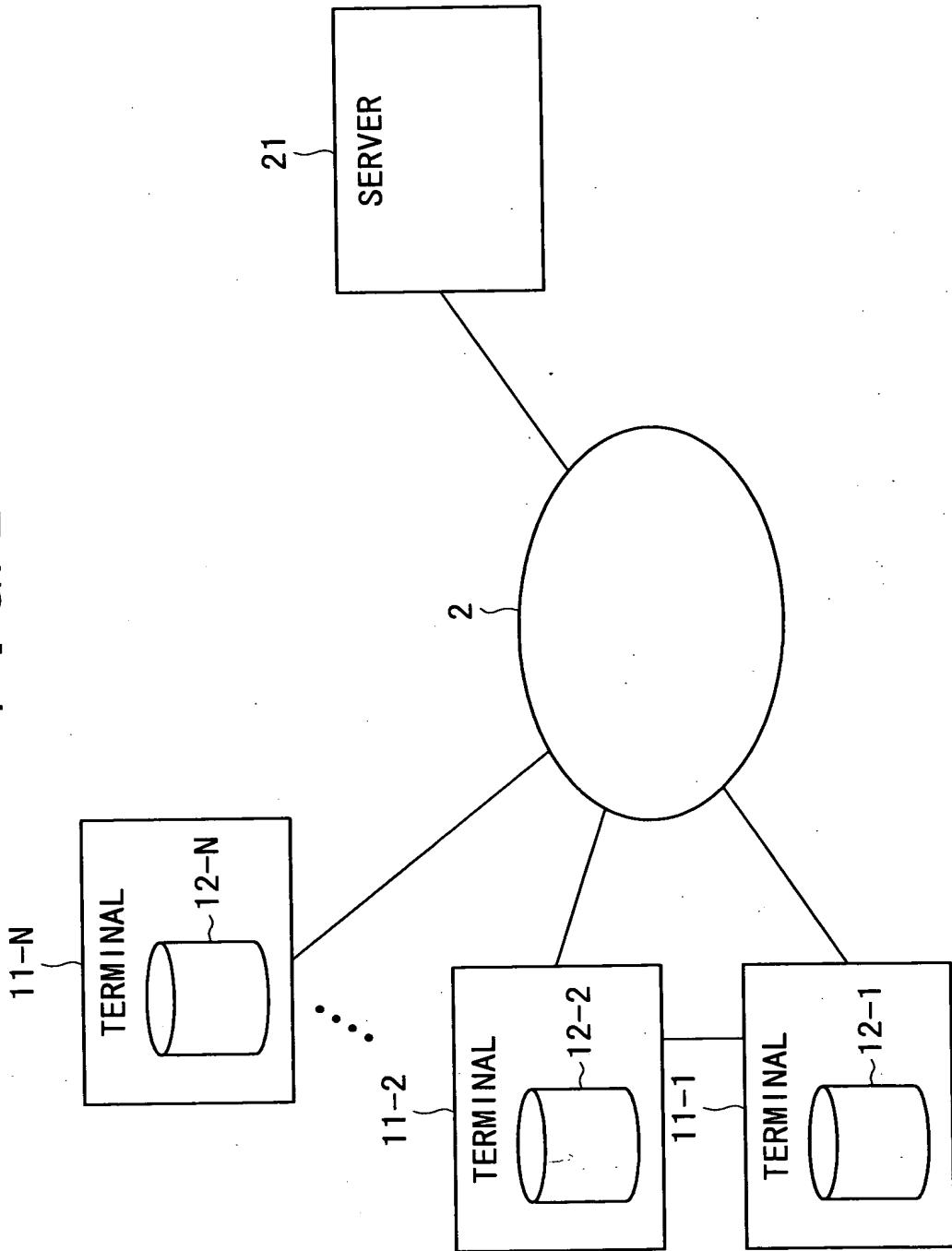
1 / 45



10/518797  
S04P0878

2 / 45

FIG. 2



10/518797

SO4P0878

3 / 45

FIG. 3

21A

ID OF SET CONTENT	APPARATUS ID	SELLING PRICE (¥)	SALE DATE
ID OF CONTENT Ca	ID OF TERMINAL 11-1	200	04/09/2005
ID OF CONTENT Cb	ID OF TERMINAL 11-1	200	05/01/2003
ID OF CONTENT Cc	ID OF TERMINAL 11-1	300	04/11/2003
ID OF CONTENT Ca	ID OF TERMINAL 11-2	250	04/13/2002
ID OF CONTENT Ca	ID OF TERMINAL 11-3	200	11/11/2002
ID OF CONTENT Cd	ID OF TERMINAL 11-3	200	04/29/2003

4 / 45

FIG. 4

21B

MODEL	TERMINAL MANUFACTURER	APPARATUS ID
MODEL M1-1	MANUFACTURER M1	ID OF TERMINAL 11-1
		ID OF TERMINAL 11-2
MODEL M2-1	MANUFACTURER M2	ID OF TERMINAL 11-3
		ID OF TERMINAL 11-4
• • •		

10/518797  
S04P0878

5 / 45

F I G. 5

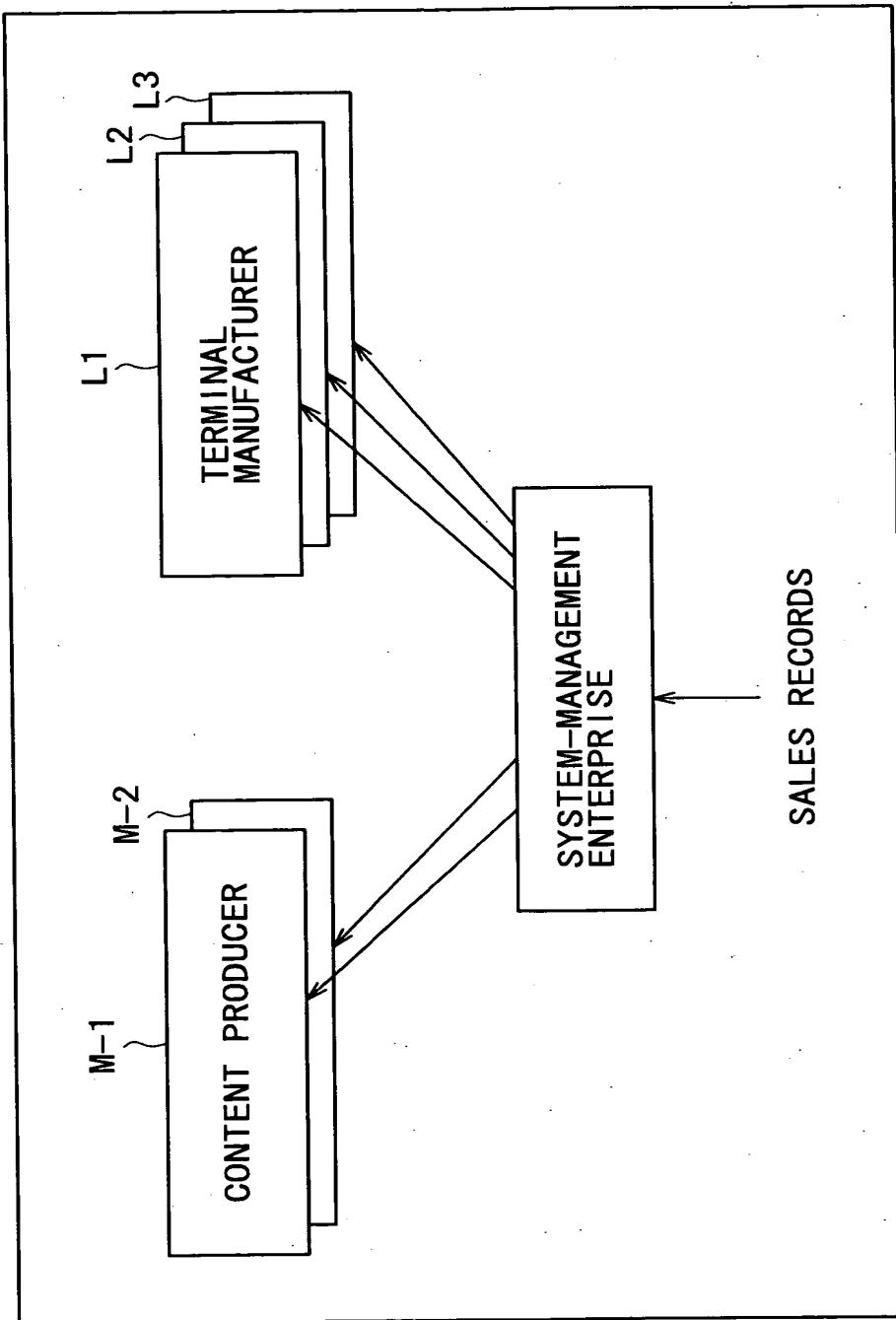
21C

CONTENT PRODUCER	ID OF SET CONTENT
LABEL L1	ID OF SET CONTENT Ca
	ID OF SET CONTENT Cb
LABEL L2	ID OF SET CONTENT Cc
LABEL L3	ID OF SET CONTENT Cd
	ID OF SET CONTENT Ce
	• • •

10/518797  
S04P0878

6 / 45

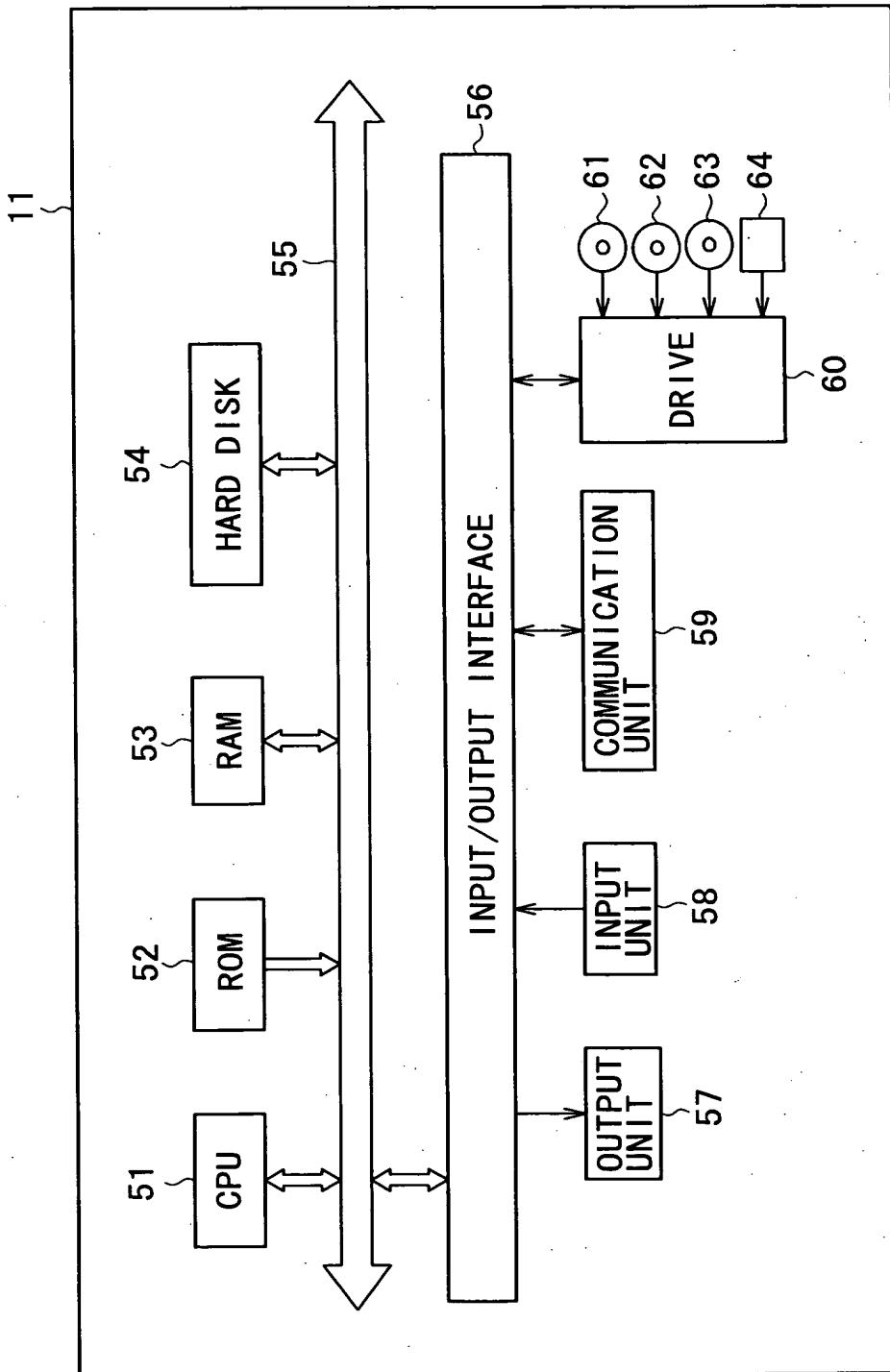
FIG. 6



SO4P0878 10/518797

7 / 45

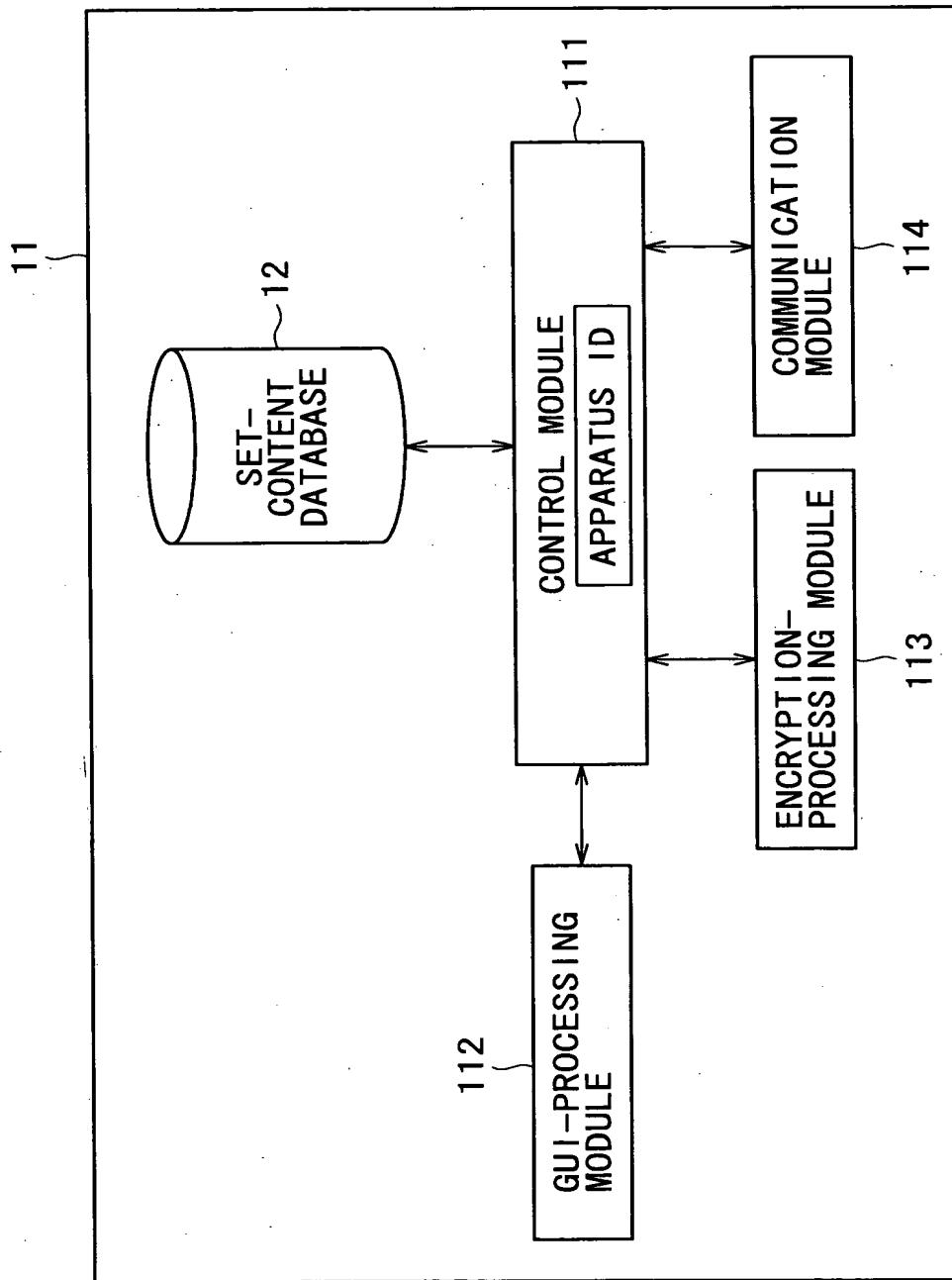
FIG. 7



SO4P0878

8 / 45

FIG. 8



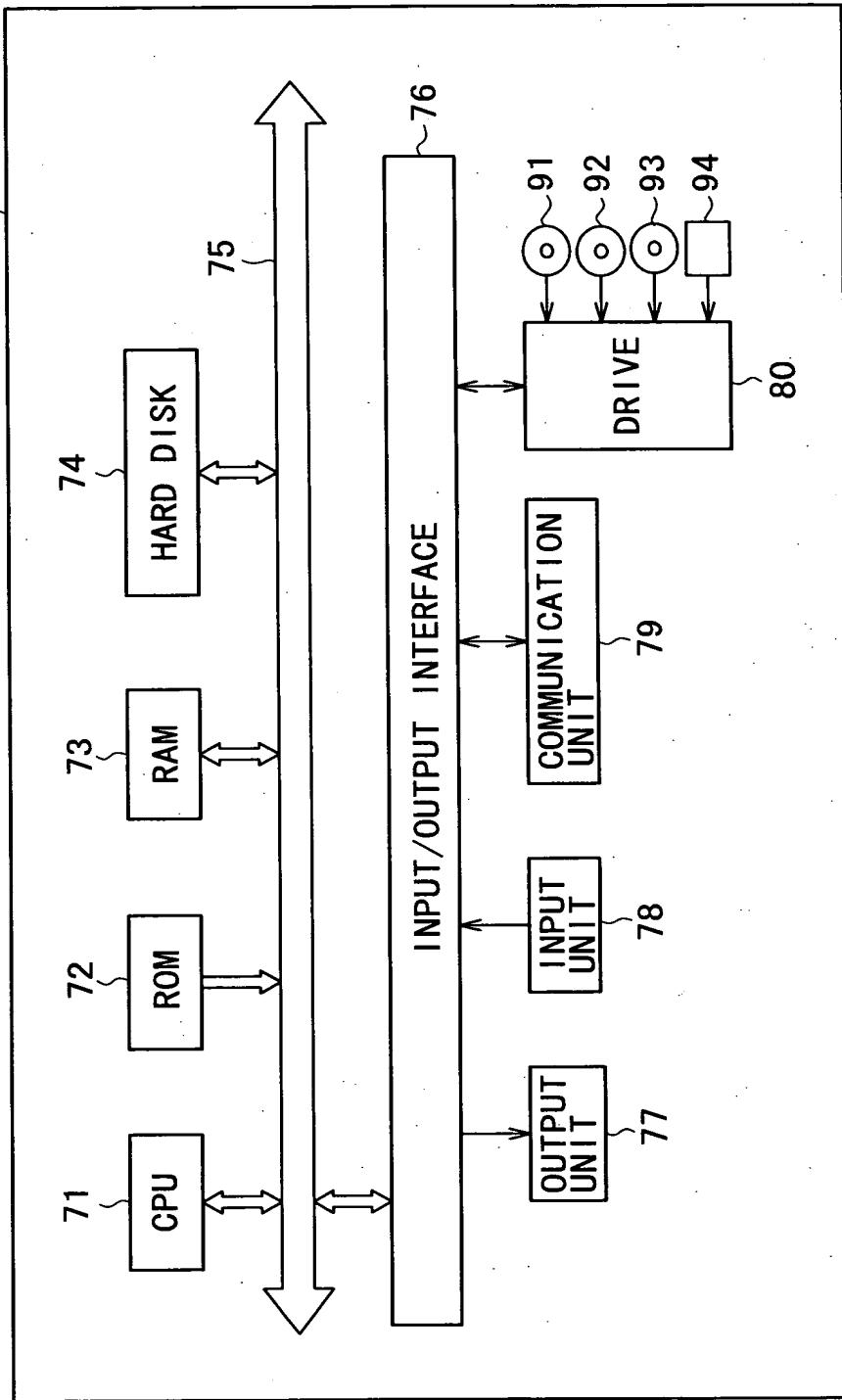
10/518797

SO4P0878

9 / 45

FIG. 9

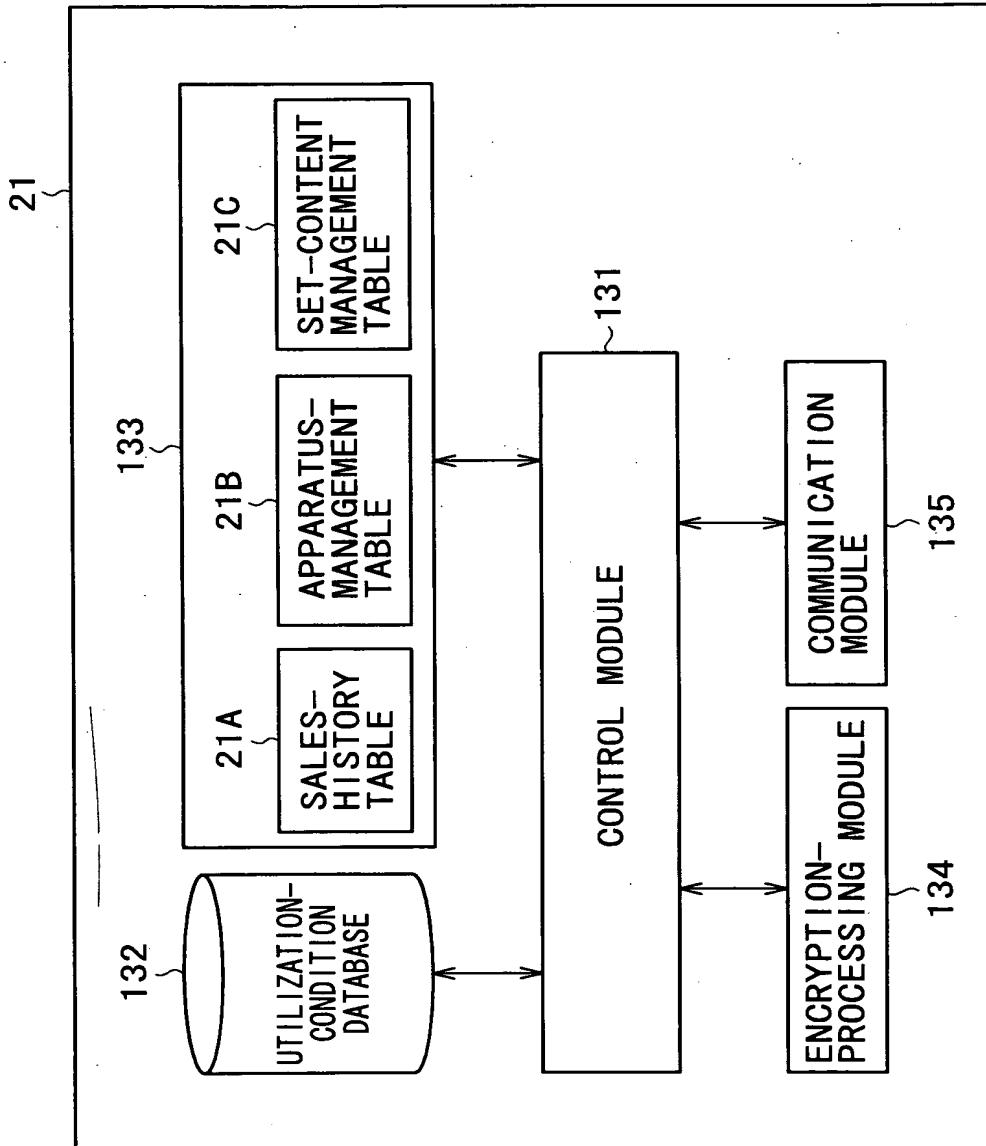
21



10/518797  
SO4P0878

10/45

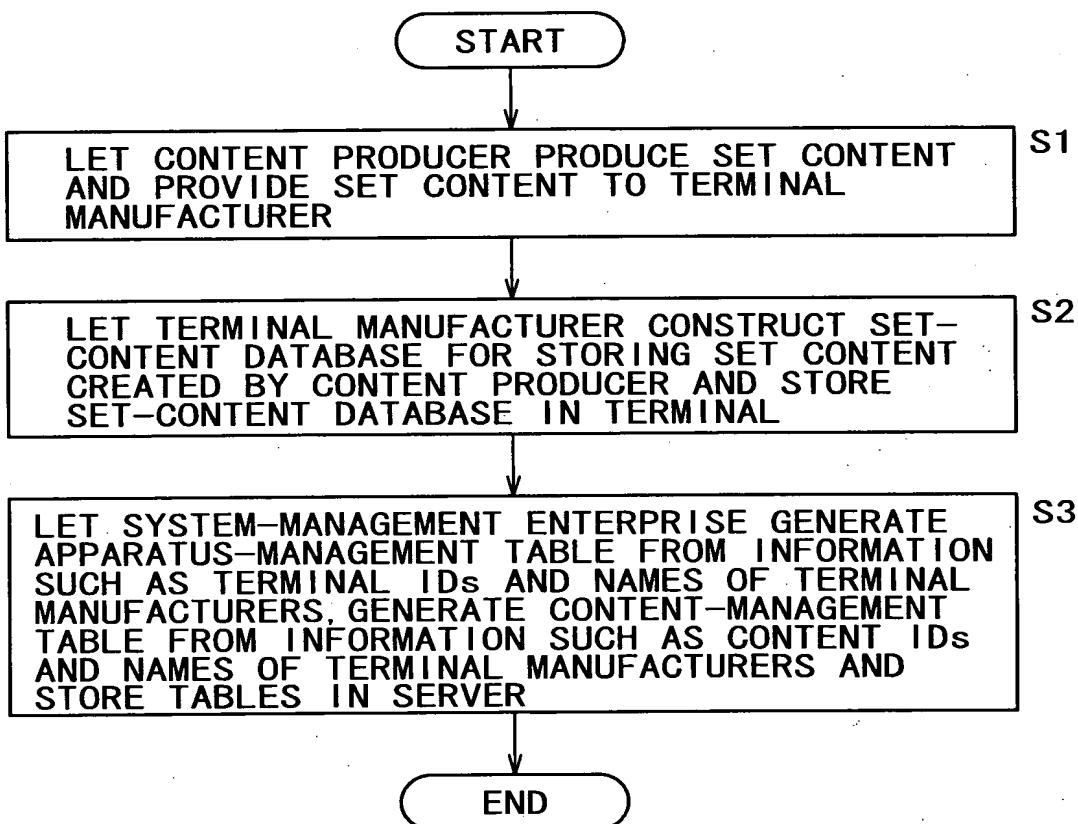
FIG. 10



10/518797  
S04P0878

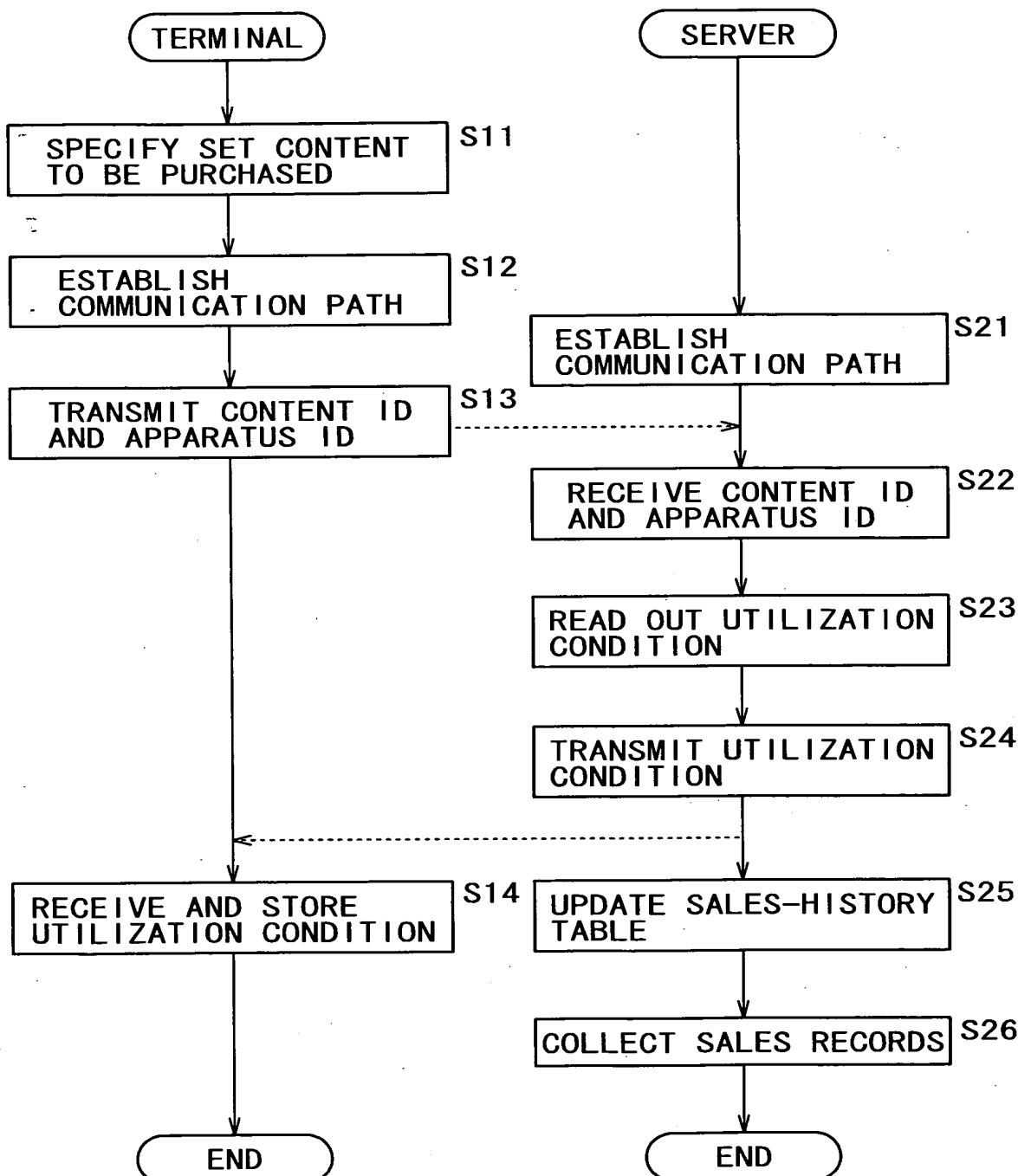
11/45

FIG. 11



12 / 45

F I G. 1 2

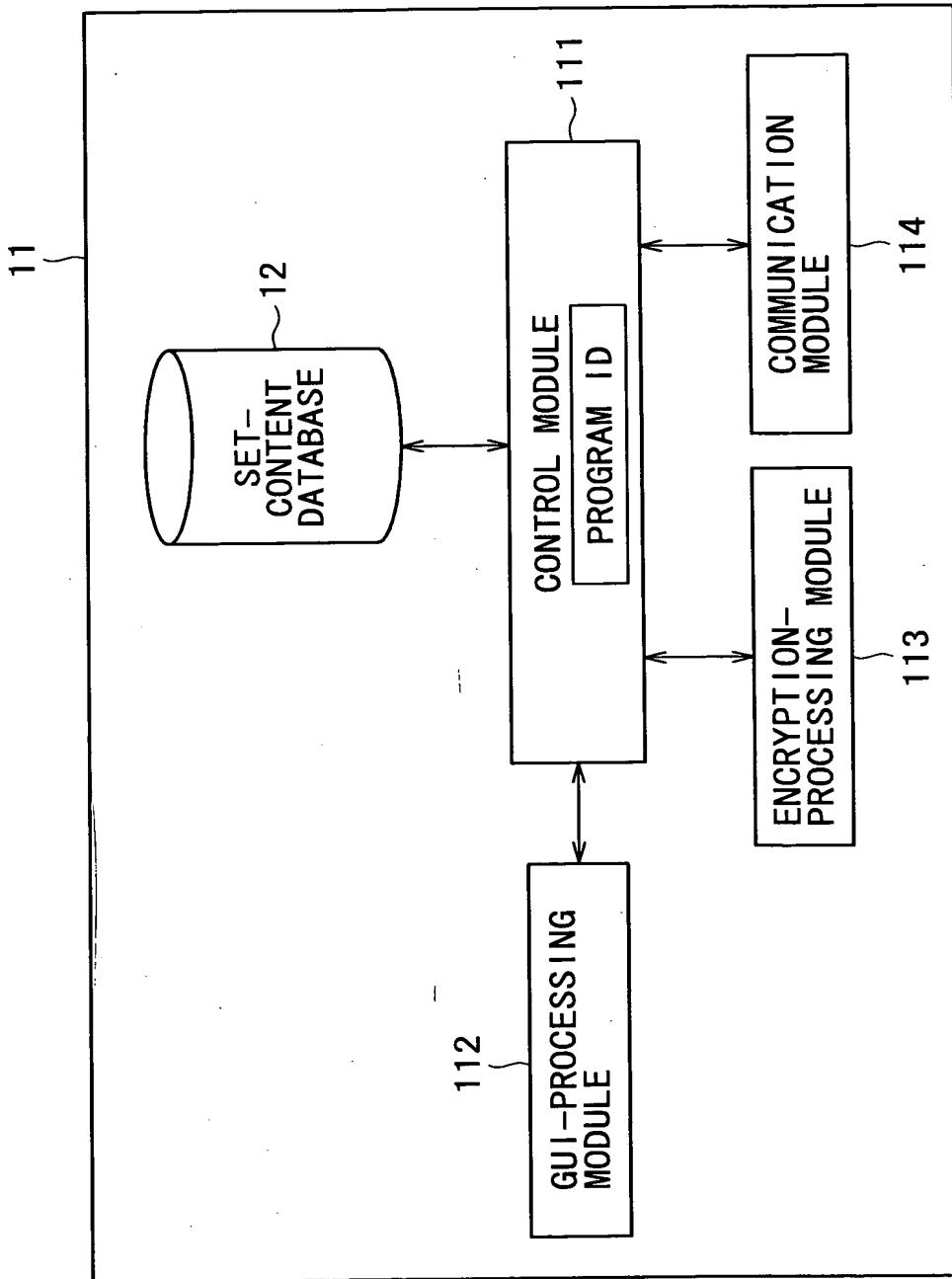


10/518797

S04P0878

13/45

FIG. 13



10/518797

S04P0878

14 / 45

F I G. 1 4

21D

ID OF SET CONTENT	PROGRAM ID	SELLING PRICE (¥)	SALE DATE
ID OF CONTENT Ca	ID OF PROGRAM Pa	200	04/09/2005
ID OF CONTENT Cb	ID OF PROGRAM Pa	200	05/01/2003
ID OF CONTENT Cc	ID OF PROGRAM Pa	300	04/11/2003
ID OF CONTENT Ca	ID OF PROGRAM Pa	250	04/13/2002
ID OF CONTENT Ca	ID OF PROGRAM Pb	200	11/11/2002
ID OF CONTENT Cd	ID OF PROGRAM Pb	200	04/29/2003

10/518797

S04P0878

15 / 45

F I G. 15

21E

PROGRAM DEVELOPMENT ENTERPRISE	PROGRAM ID
MANUFACTURER P1	ID OF PROGRAM Pa
	ID OF PROGRAM Pb
MANUFACTURER P2	ID OF PROGRAM Pc
	ID OF PROGRAM Pd
	• • •

10/518797  
S04P0878

16 / 45

FIG. 16

21F

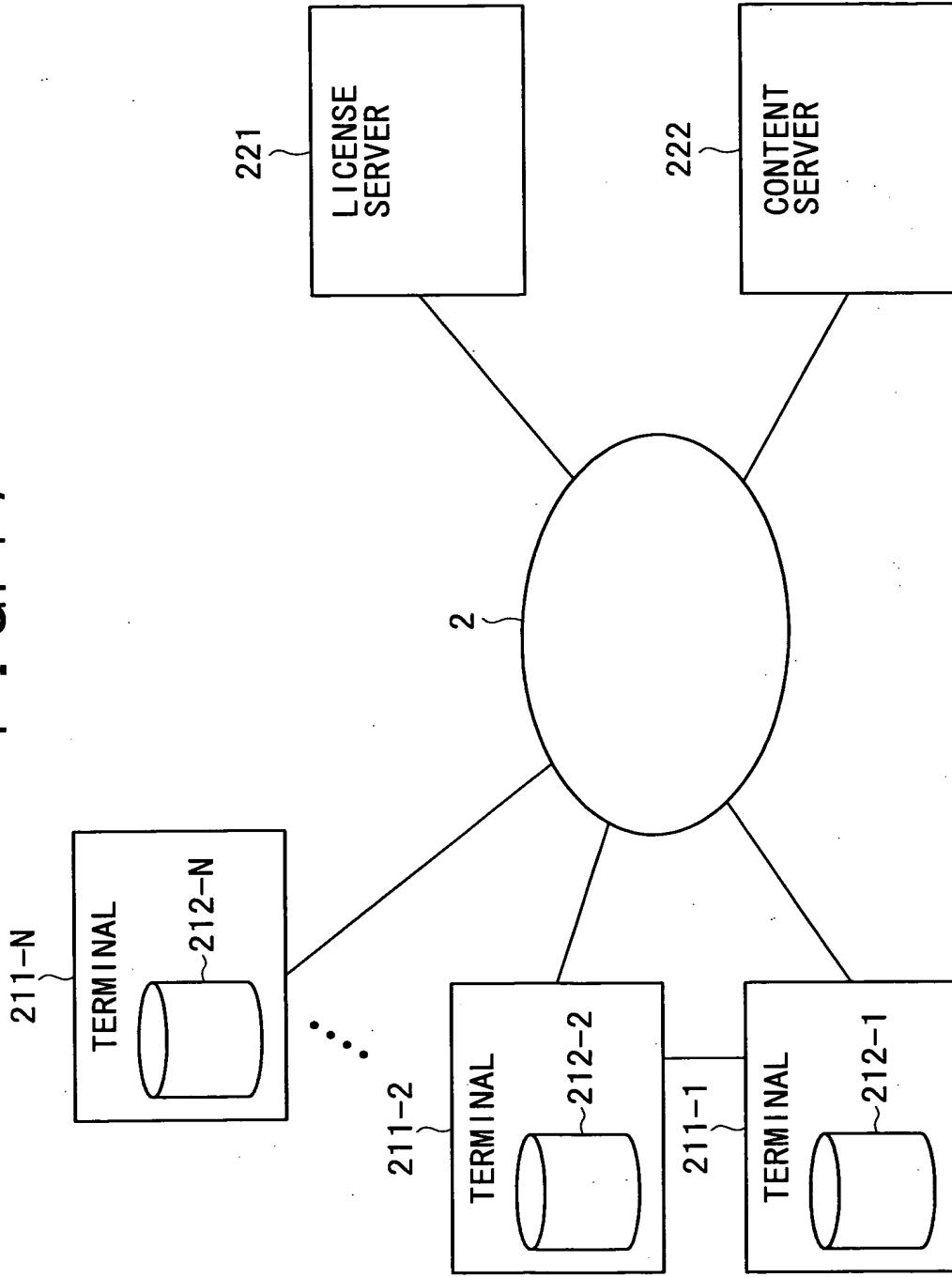
ID OF SET CONTENT	PROGRAM ID	NUMBER OF REPRODUCTIONS
ID OF CONTENT Ca	ID OF PROGRAM Pa	10
ID OF CONTENT Cb	ID OF PROGRAM Pa	3
ID OF CONTENT Cc	ID OF PROGRAM Pa	92
ID OF CONTENT Ca	ID OF PROGRAM Pa	4
ID OF CONTENT Ca	ID OF PROGRAM Pb	4
ID OF CONTENT Cd	ID OF PROGRAM Pb	13

10/518797

SO4P0878

17 / 45

FIG. 17



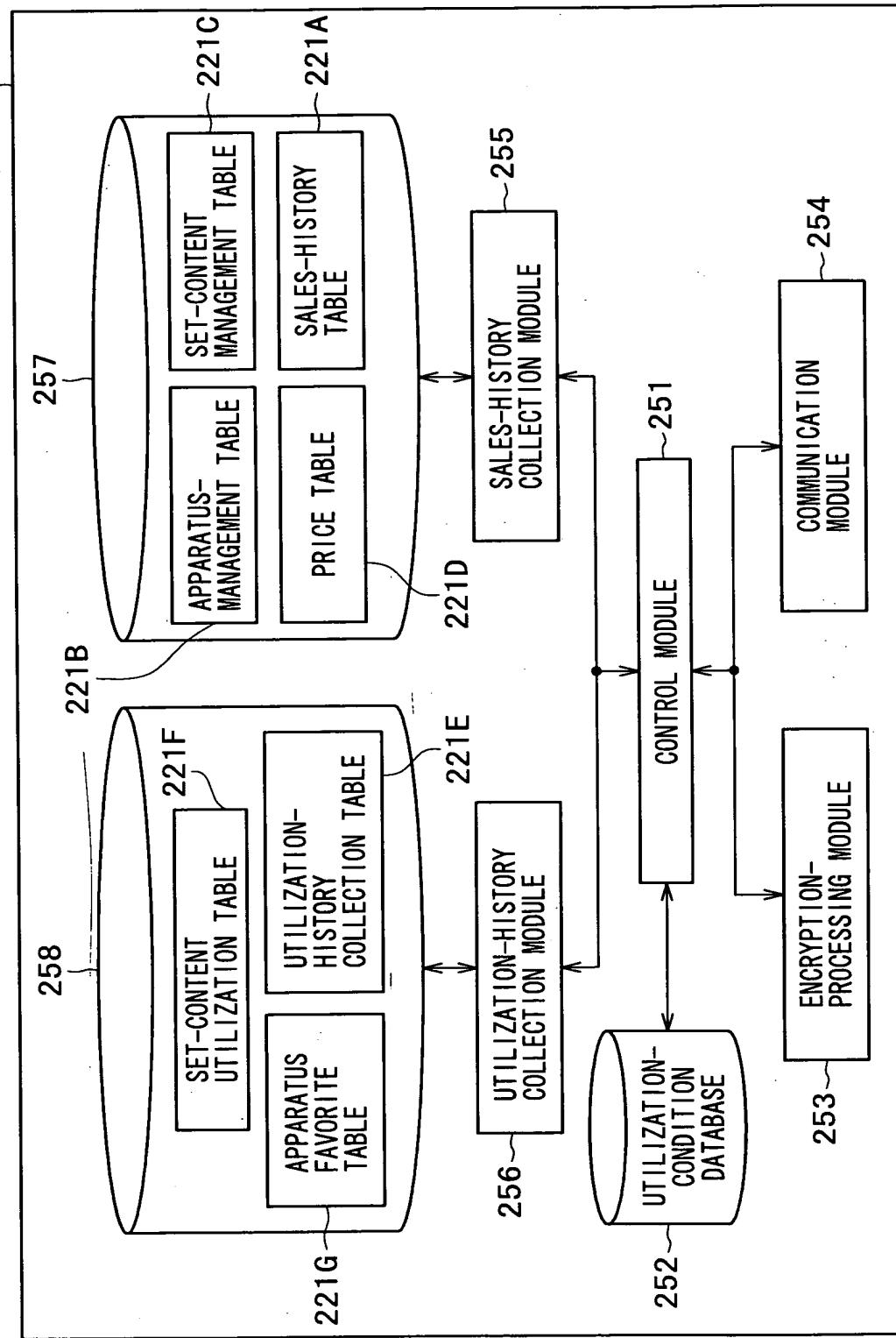
10/518797

SO4P0878

18 / 45

FIG. 18

221



10/518797  
S04P0878

19 / 45

F I G. 19

252

IDS OF USABLE SET CONTENTS	GAINED POINT COUNT
CID01 TO CID29	1000
CID80 TO CID99	50

10/518797

SO4P0878

20 / 45

FIG. 20

221A

RANGE OF SET- CONTENT IDs	APPARATUS ID	SALE POINT CONTENT	SELLING PROCE (\$)	SALE DATE
CID01 TO 29	ID OF TERMINAL211-1	1000	5000	5/20/2004
CID50 TO 79	ID OF TERMINAL211-1	500	2500	6/10/2004
CID80 TO 99	ID OF TERMINAL211-1	1500	7500	7/21/2004
CID01 TO 29	ID OF TERMINAL211-2	1000	5000	6/20/2004
CID40 TO 49	ID OF TERMINAL211-3	500	2500	6/20/2004
CID80 TO 99	ID OF TERMINAL211-3	1000	5000	8/10/2004

**10/518797**  
S04P0878

21 / 45

**F I G. 21**

221-B

)

MODEL	TERMINAL MANUFACTURER	APPARATUS ID
MODEL M1-1	MANUFACTURER M1	ID OF TERMINAL 211-1
		ID OF TERMINAL 211-2
MODEL M2-1	MANUFACTURER M2	ID OF TERMINAL 211-3
		ID OF TERMINAL 211-4
• • •		

10/518797

S04P0878

22/45

F I G. 22

221C

CONTENT PRODUCER	RANGE OF SET- CONTENT IDs
LABEL L1	CID01 TO 29
	CID50 TO 79
LABEL L2	CID30 TO 39
LABEL L3	CID40 TO 49
	CID80 TO 99
	• • •

**10/518797**

SO4P0878

23 / 45

**F I G. 2 3**

ID OF SET CONTENT	PERIOD	221D	
		NECESSARY POINT COUNT	
CID01	07/06/2004 TO 08/06/2004	10	
CID01	05/07/2004 ~	5	
CID02	NO SETTING	5	
CID02-FRINGE01	07/10/2004 ~	20	

10/518797

SO4P0878

24 / 45

F I G. 24

221E

APPARATUS ID	ID OF UTILIZED CONTENT	UTILIZATION DATE/TIME	UTILIZED PORTION	UTILIZATION LOCATION	GRADE
ID OF TERMINAL 211-1	C1D01	07/08/2004 AT 19:01	0:00 - 1:30	43:141	4
ID OF TERMINAL 211-2	C1D01 - FRINGE01	07/08/2004 AT 21:01	0:00 - 1:30	35:140	-
ID OF TERMINAL 211-3	C1D40	07/08/2004 AT 21:03	1:30 - 1:45	33:131	2

10/518797  
S04P0878

25 / 45

FIG. 25

221F

CONTENT ID	UTILIZATION DATE/TIME TYPE	UTILIZED PORTION TYPE	UTILIZATION- AREA TYPE	GANLE
CID01	MORNING	ALL	RESIDENTIAL STREET	JAZZ
CID02	MORNING AND EVENING	ALL	MOBILE	J-POP
CID03	INDETERMINATE	CHORUS	RESIDENTIAL STREET	CLUB
CID04	NIGHT	INTRODUCTION	INDETERMINATE	CLASSIC

**10/518797**

SO4P0878

26 / 45

**F I G. 26**

221G

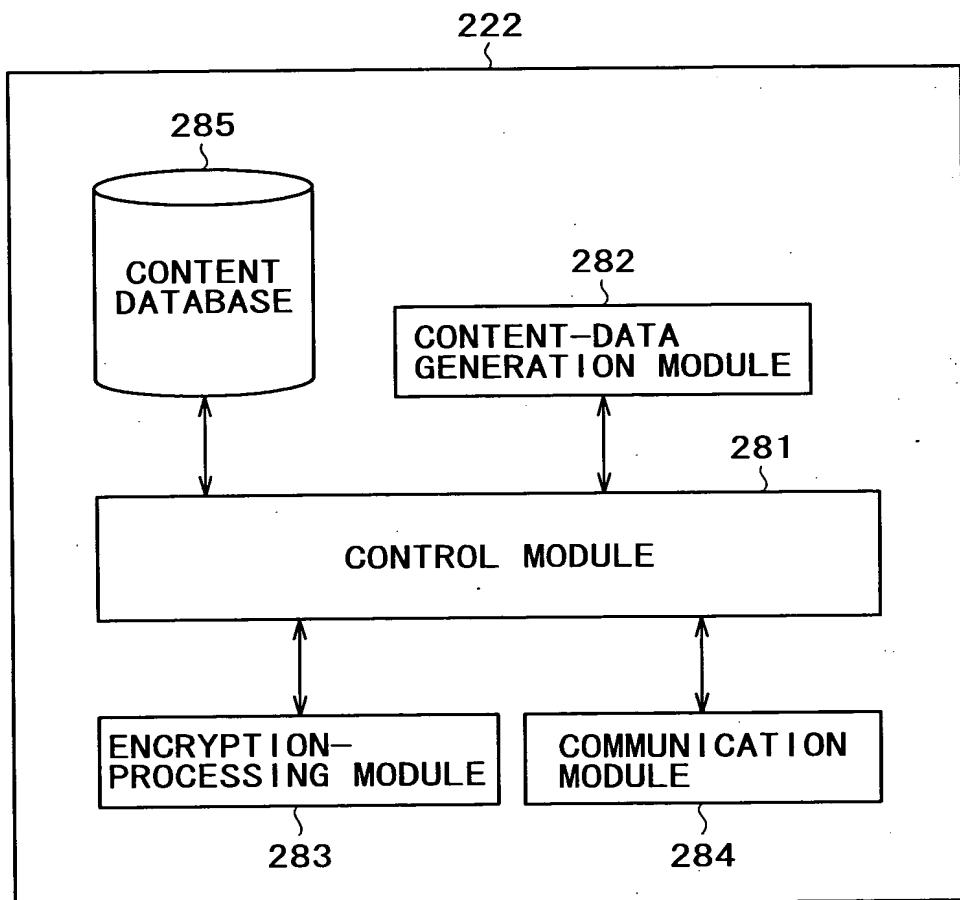
APPARATUS ID	UTILIZATION DATE/TIME TYPE	UTILIZED PORTION TYPE	UTILIZATION AREA TYPE	GANLE
ID OF TERMINAL 211-1	MORNING	INTRODUCTION	RESIDENTIAL STREET	J-POP
ID OF TERMINAL 211-2	MORNING AND EVENING	ALL	MOBILE	JAZZ

10/518797

S04P0878

27 / 45

F I G. 27



S04P0878

28 / 45

**F I G. 2 8**

285

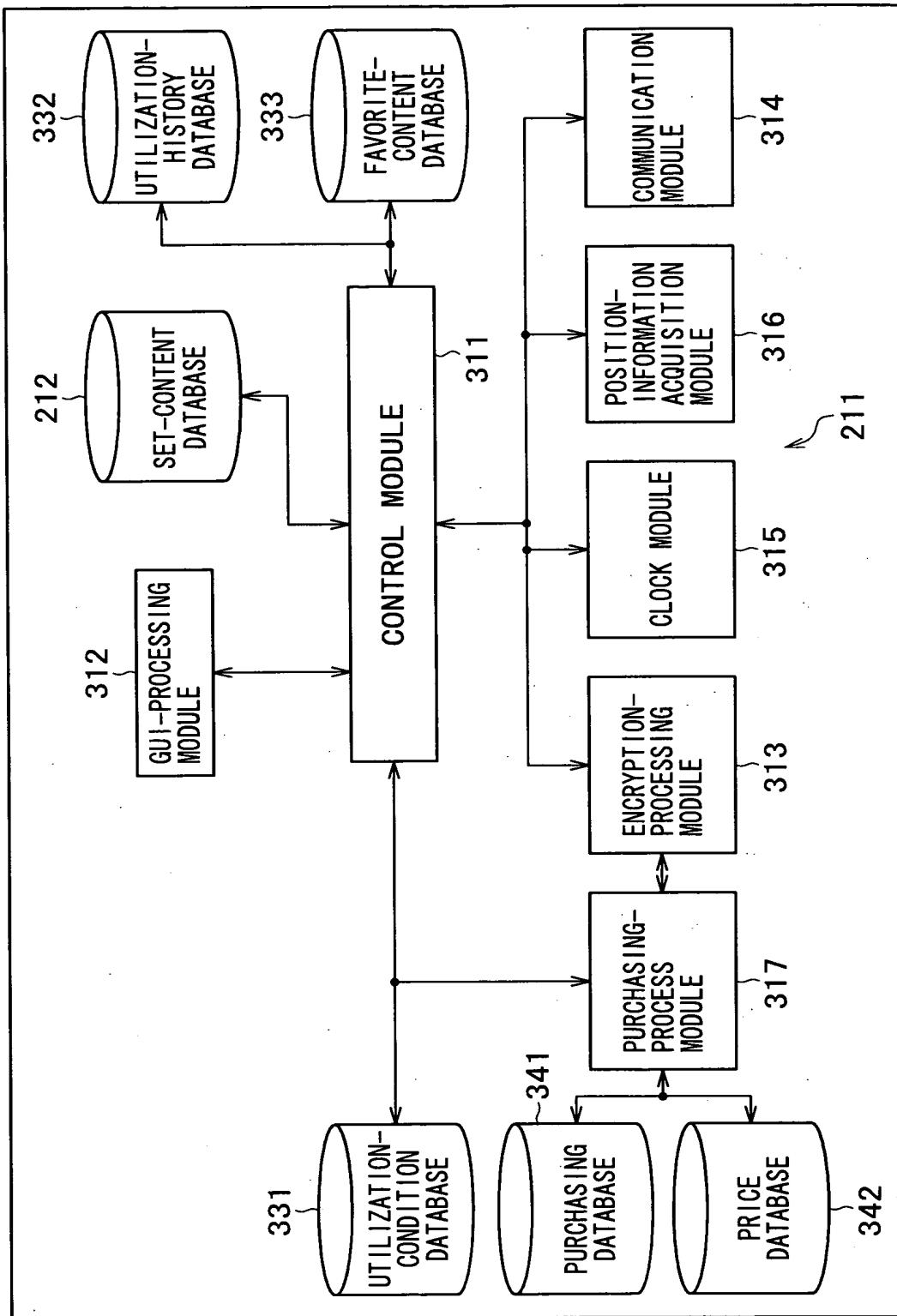
CONTENT ID	CONTENT DATA	
CID01	AV DATA	META DATA
CID02	AV DATA	META DATA
CID03	AV DATA	META DATA
CID04	AV DATA	META DATA
CID05	AV DATA	META DATA
	• • •	

10/518797

SO4P0878

29 / 45

FIG. 29



10/15/18797  
S04P0878

30 / 45

F I G. 30

332

UTILIZATION-HISTORY ID	ID OF UTILIZED CONTENT	UTILIZATION DATE/TIME	UTILIZED PORTION	UTILIZATION LOCATION	GRADE
UID01	CID01	07/08/2004 AT 19:01	0:00 - 1:30	43:141	4
UID02	CID01 - FRINGE01	07/08/2004 AT 21:01	0:00 - 1:30	43:141	-
UID03	CID03	07/08/2004 AT 21:03	1:30 - 1:45	43:142	5
UID04	CID02	07/09/2004 AT 10:03	0:00 - 3:45	44:142	-
UID05	CID03	07/09/2004 AT 21:03	1:30 - 1:45	43:141	0

10/518797  
SO4P0878

31/45

### FIG. 31

333

FAVORITE TYPE	FAVORITE NAME	CONTENT ID
GENRU	JAZZ	CID01
	CLASSIC	CID05
SITUATION	WAKE-UP MUSIC	CID01
TIME BAND	NIGHT TYPE	CID04
		CID05

### FIG. 32

341

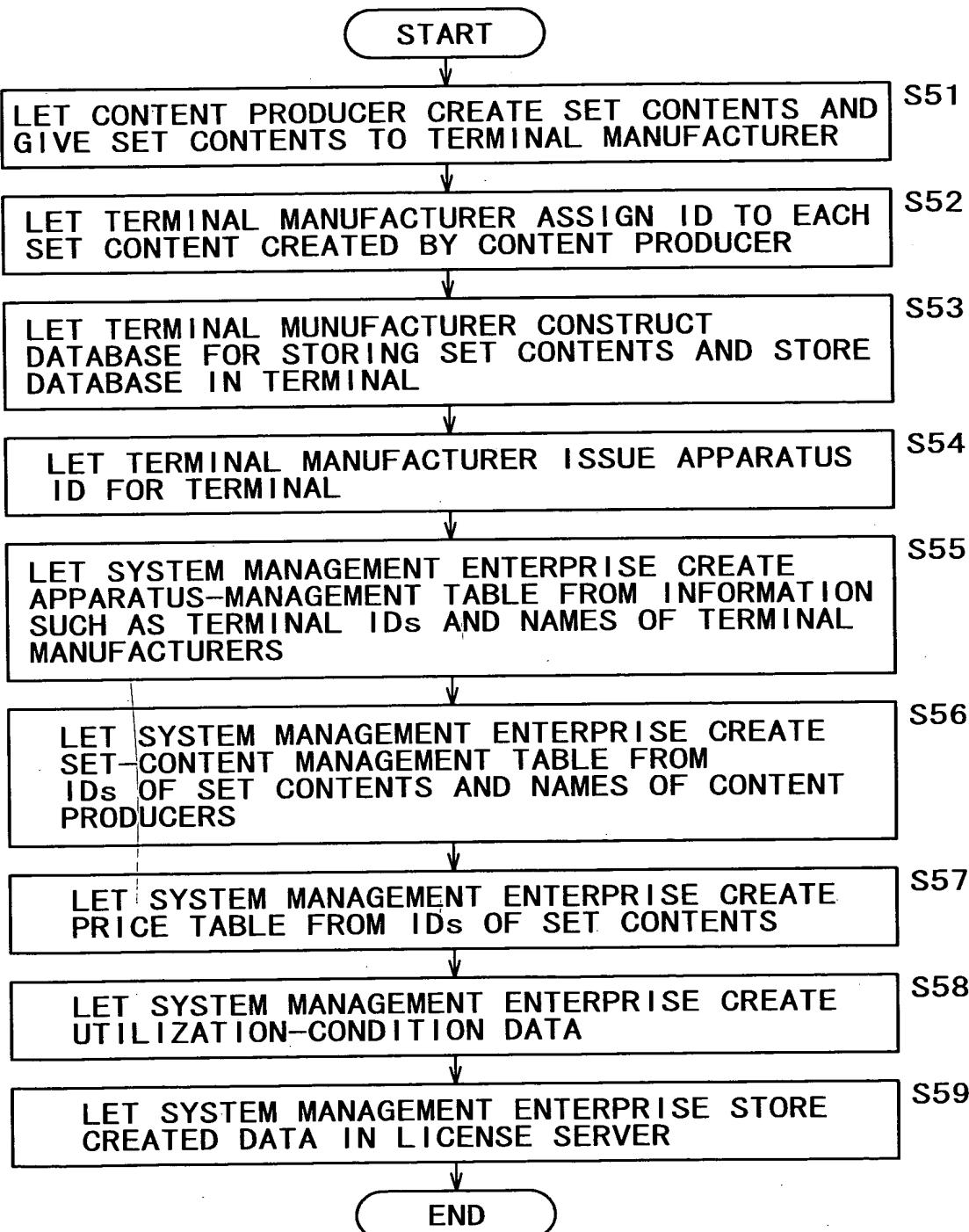
ID OF SET CONTENT	PURCHASING DATE/TIME	CONSUMED POINT COUNT
CID01	07/06/2004 AT 18:05:04	10
CID01-FRINGE01	08/07/2004 AT 01:05:04	5
CID03	07/06/2004 AT 08:30:00	5
CID04	08/10/2004 AT 08:30:00	20

10/518797

S04P0878

32 / 45

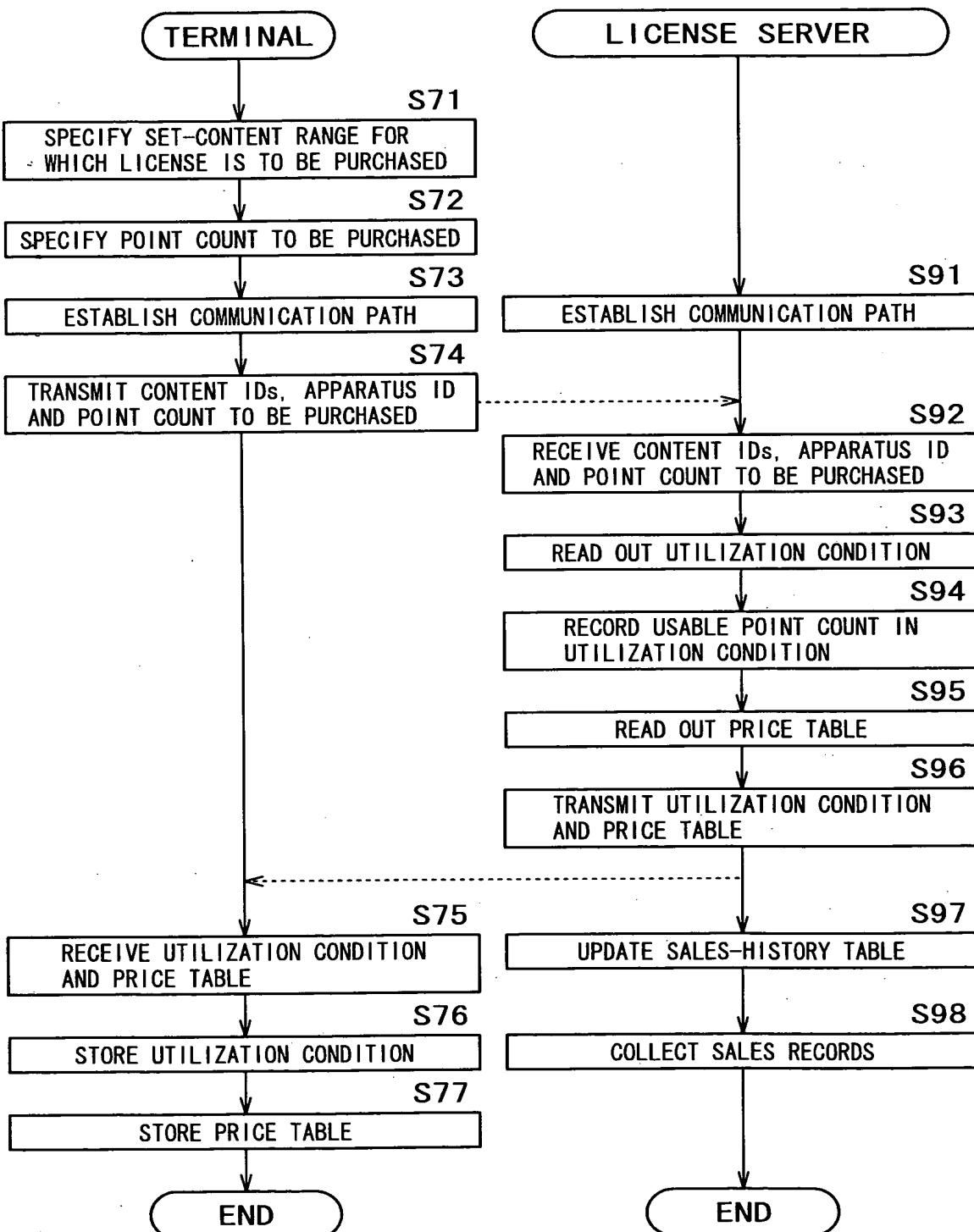
F I G. 3 3



10/518797  
S04P0878

33 / 45

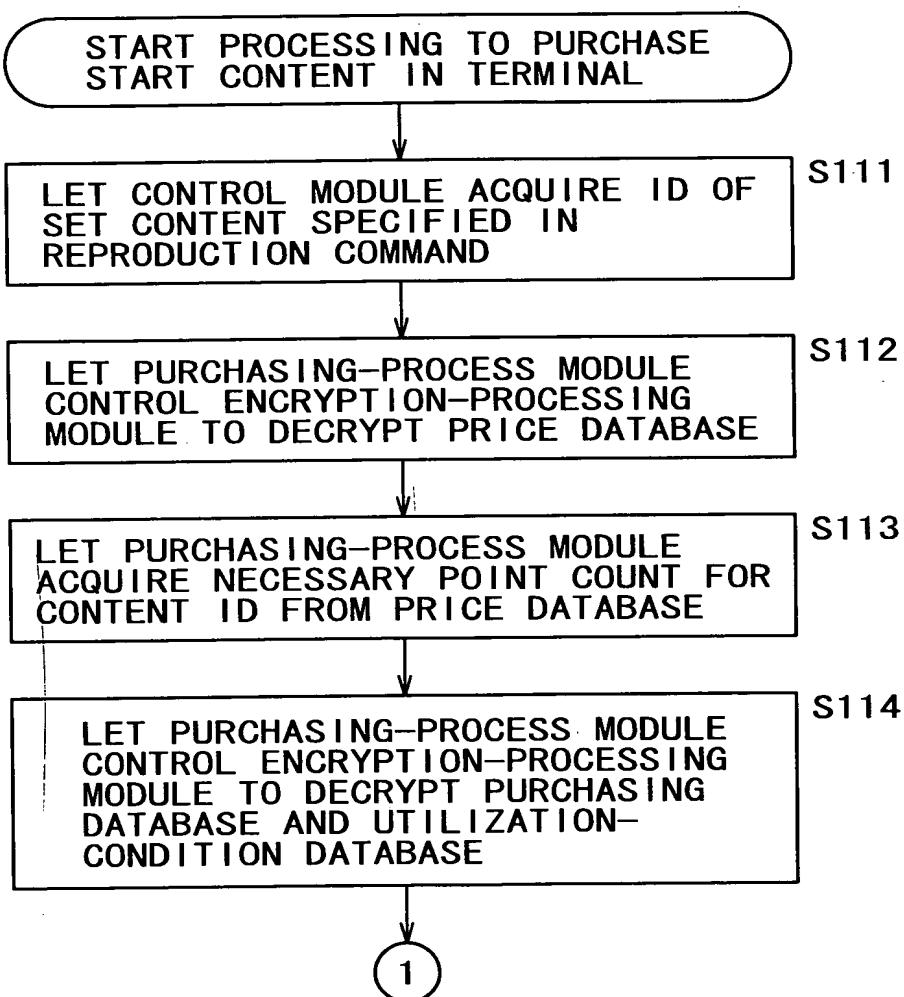
F I G. 34



10/518797  
S04P0878

34 / 45

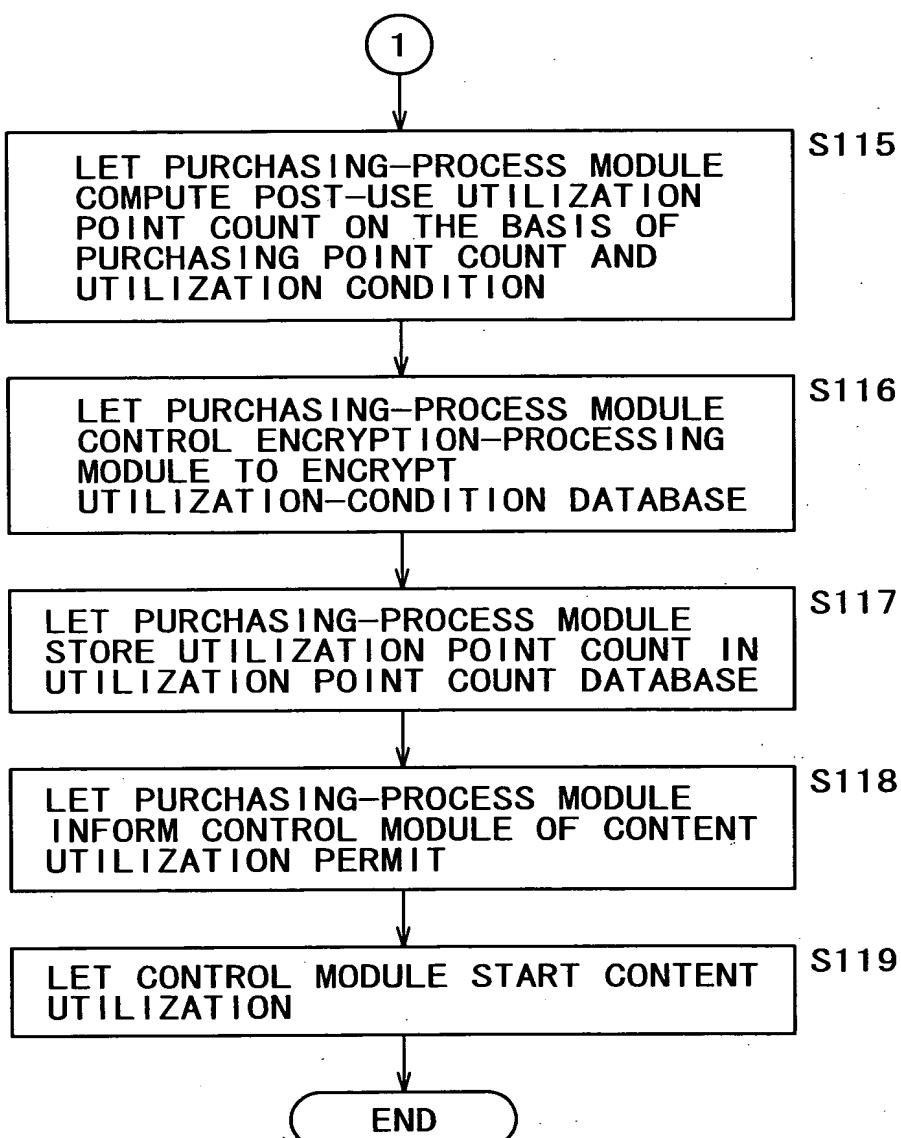
F I G. 35



10/518797  
S04P0878

35 / 45

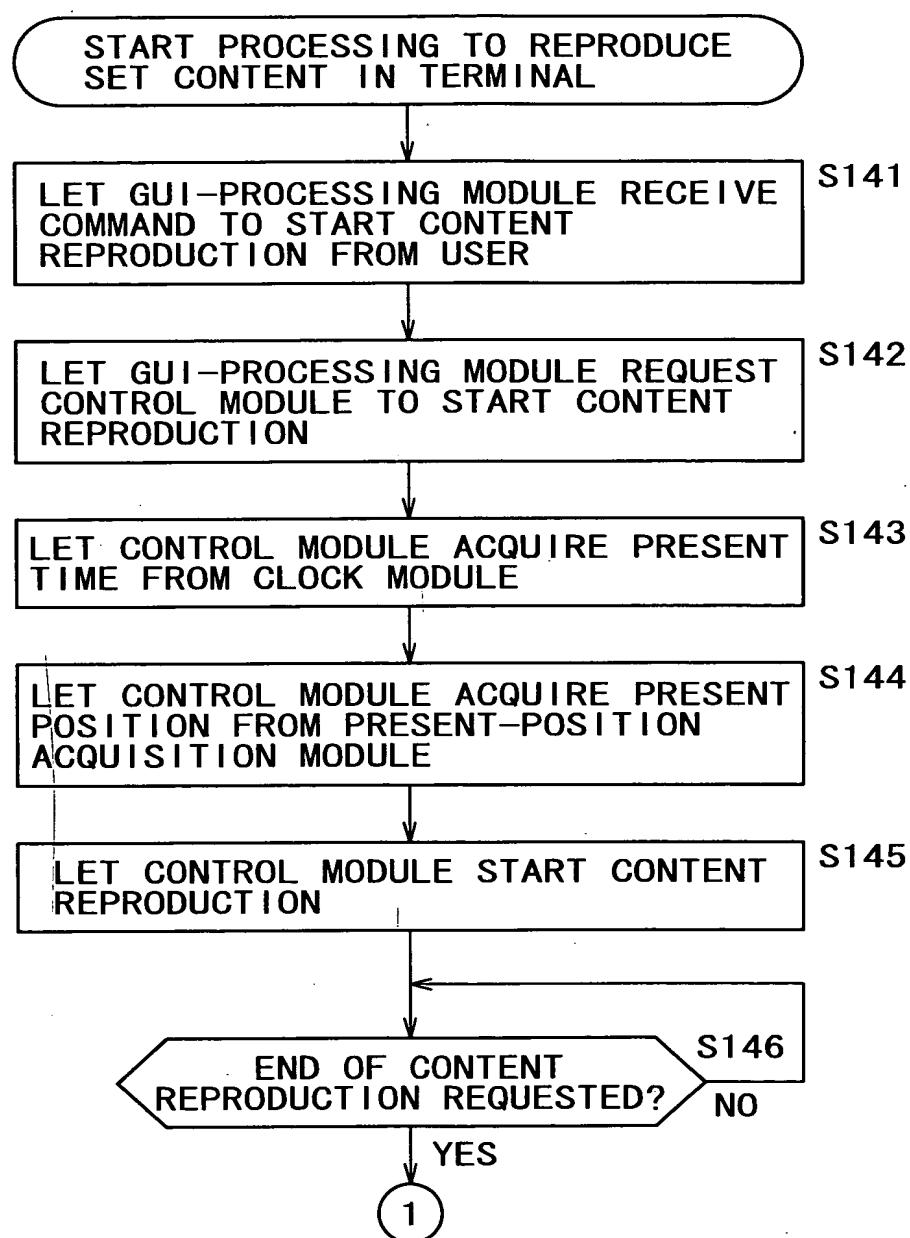
F I G. 36



10/518797  
S04P0878

36 / 45

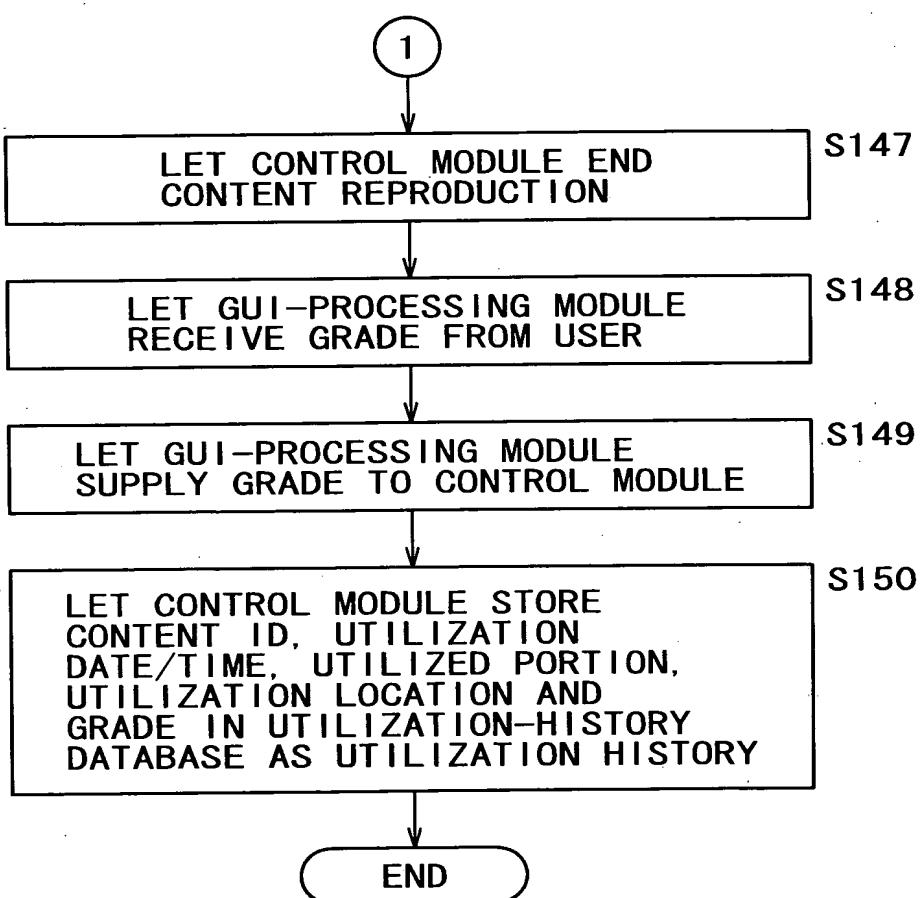
F I G. 37



10/518797  
S04P0878

37 / 45

**F I G. 38**

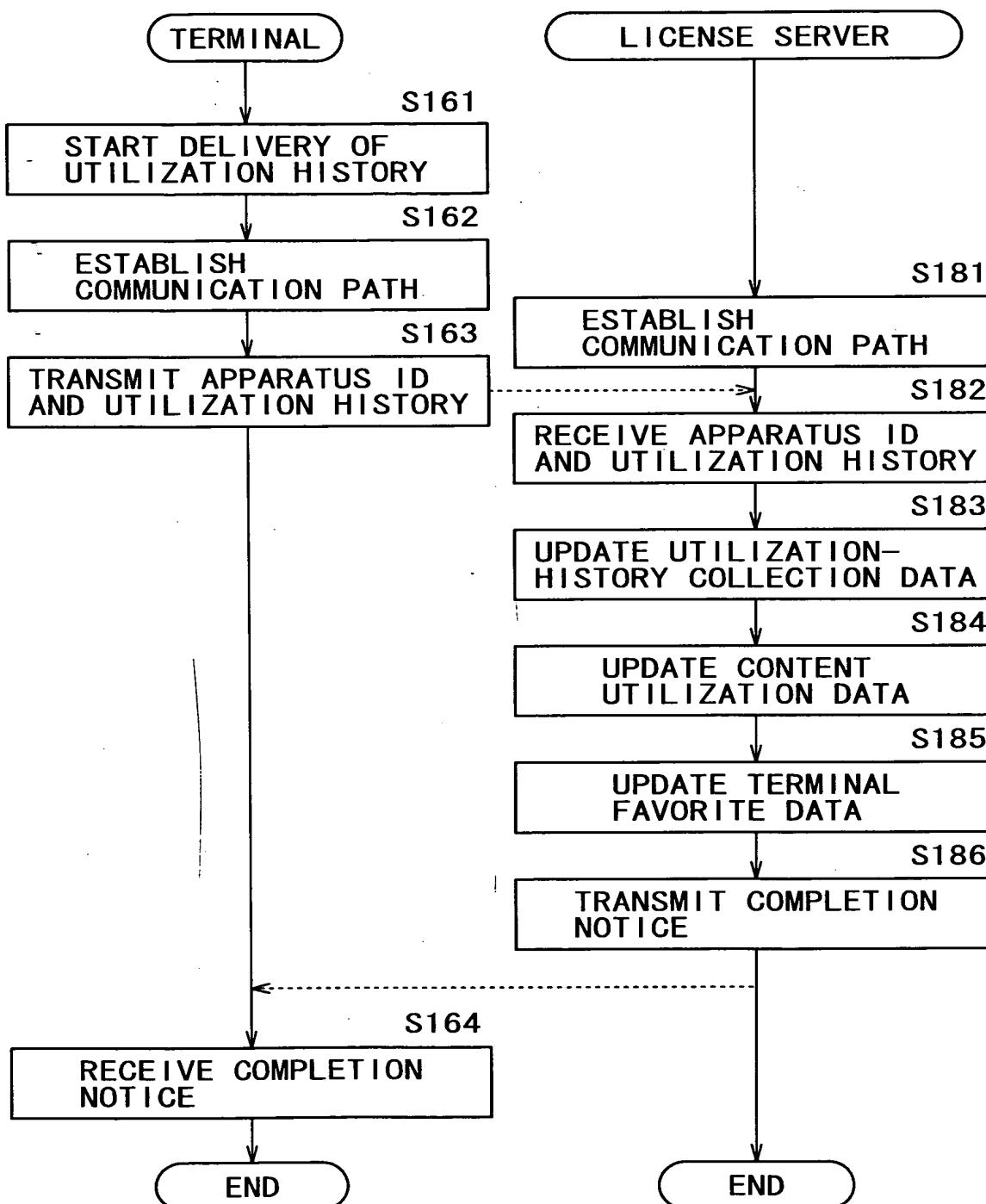


**10/518797**

S04P0878

38 / 45

**F I G. 3 9**

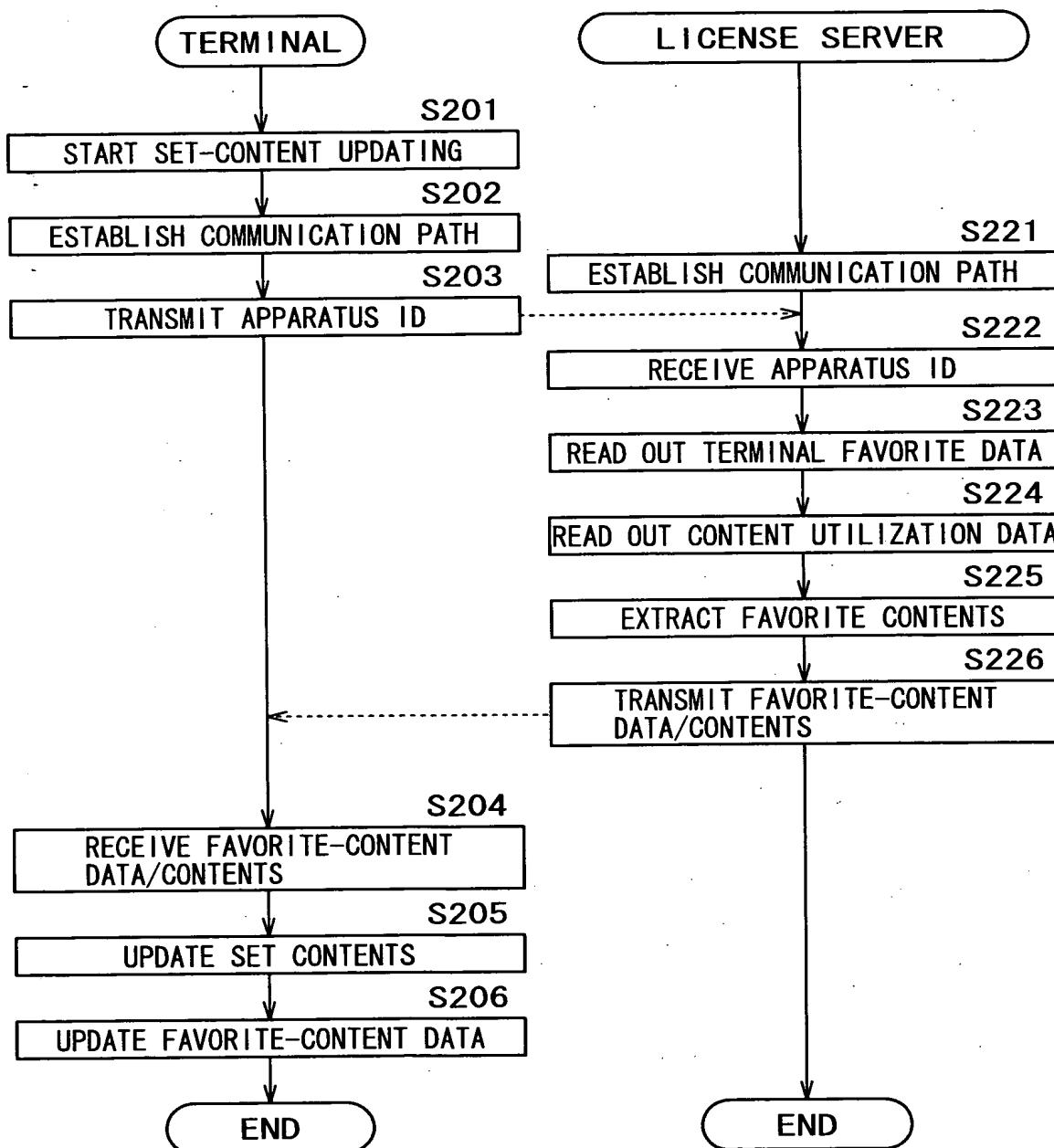


10/518797

SO4P0878

39 / 45

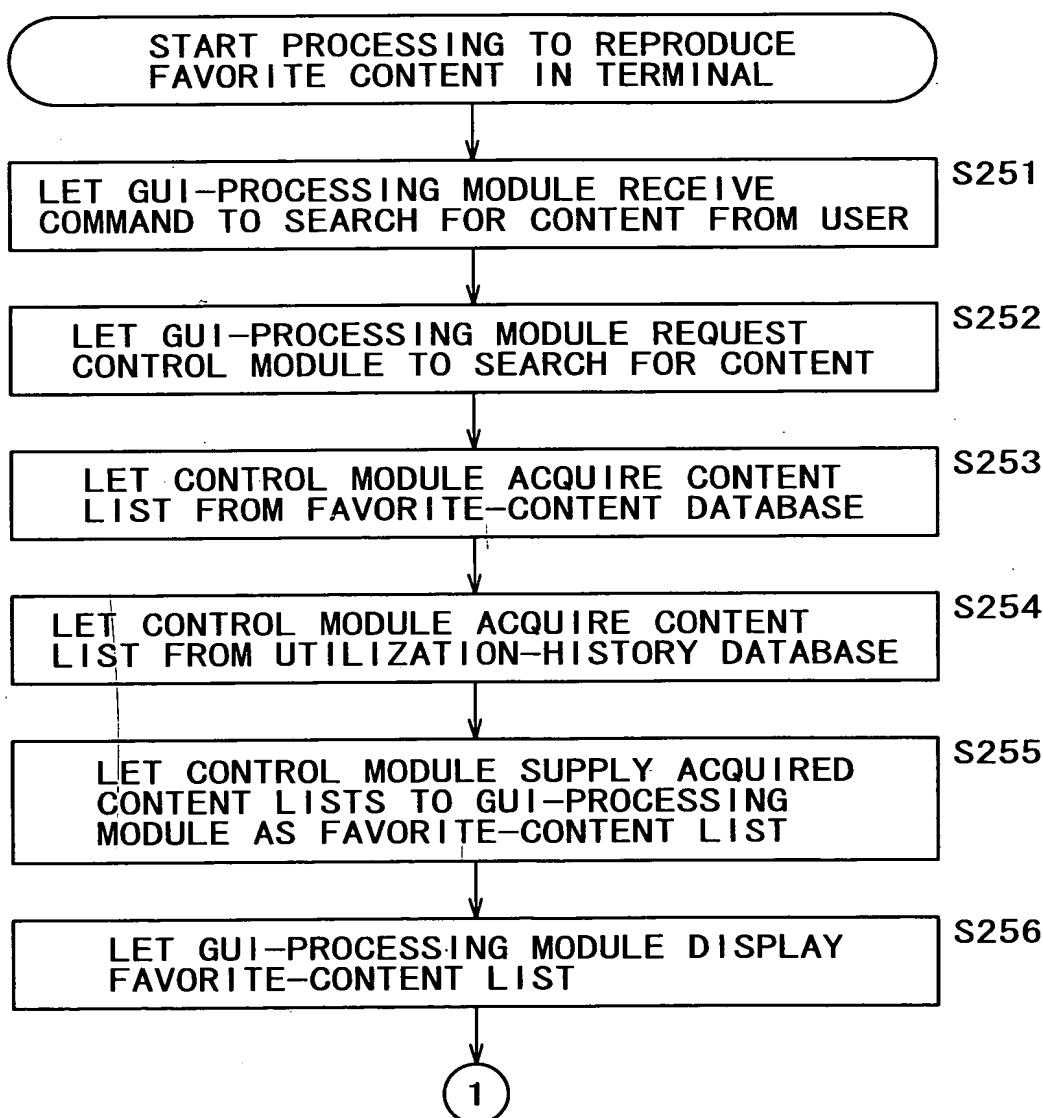
F I G. 4 0



10/518797  
S04P0878

40/45

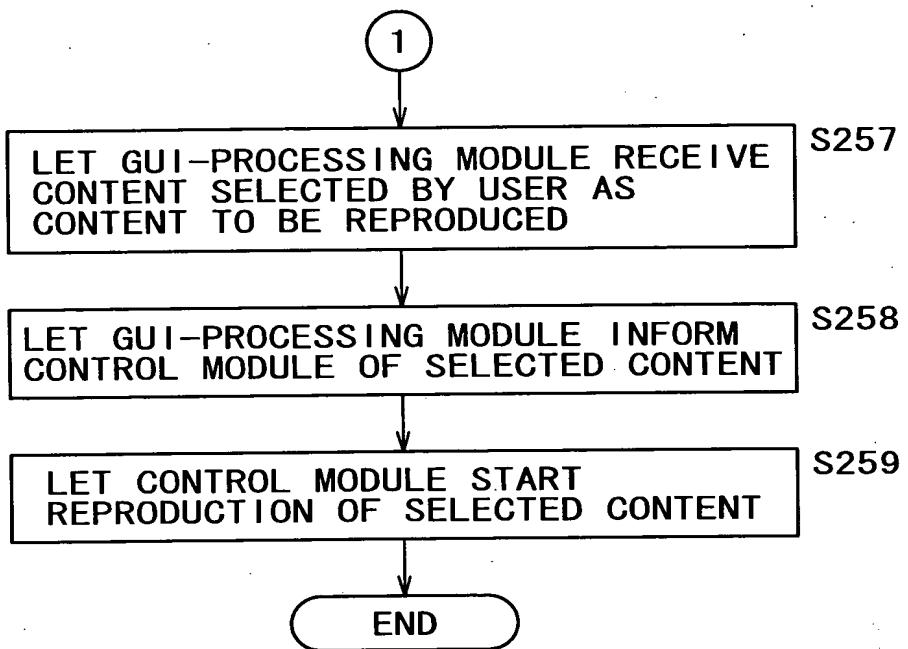
FIG. 41



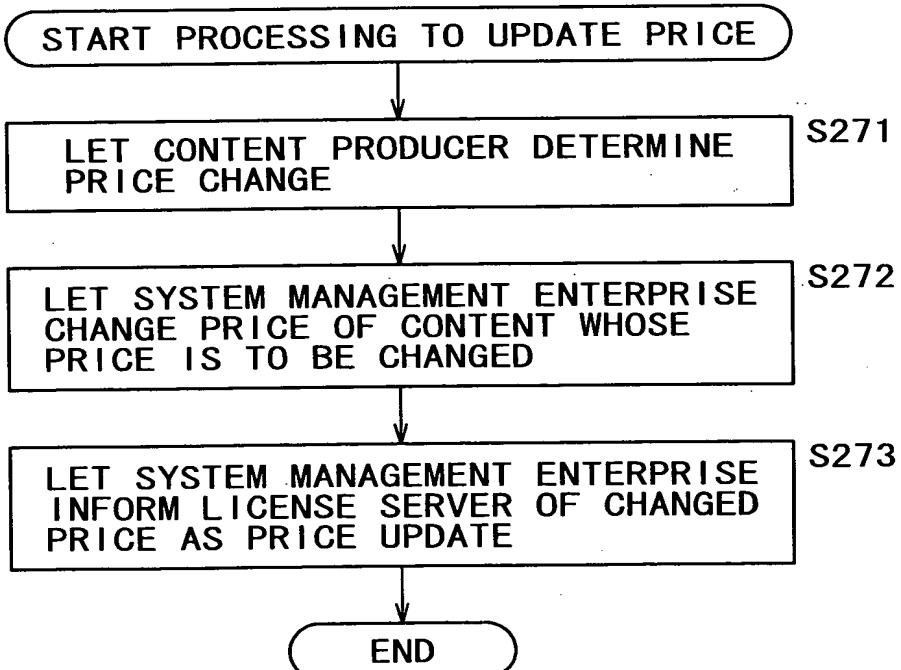
10/518797  
S04P0878

41 / 45

F I G. 4 2



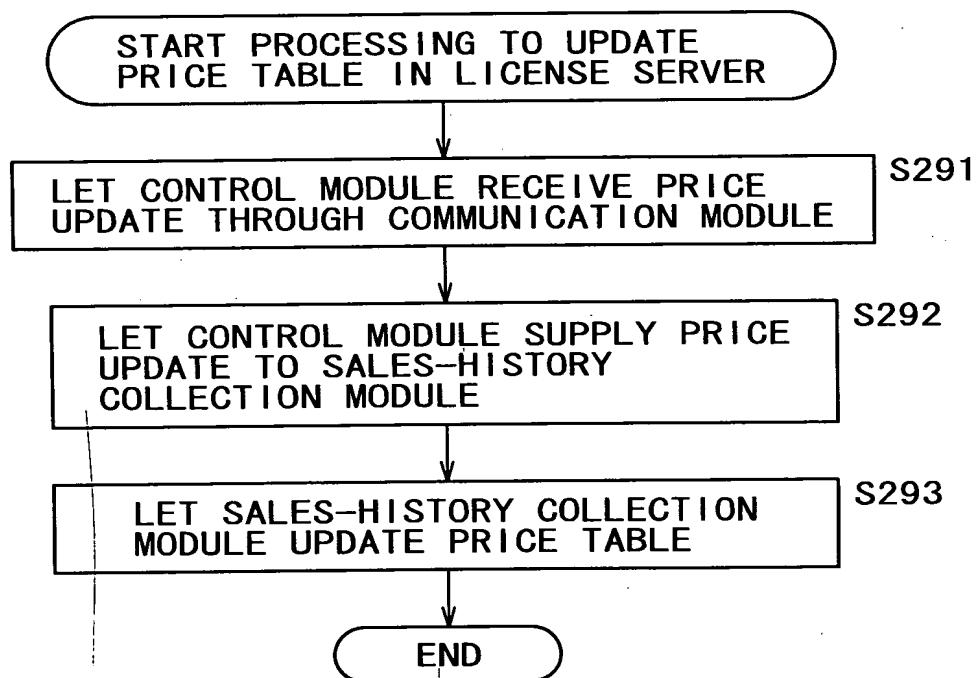
F I G. 4 3



S04P0878

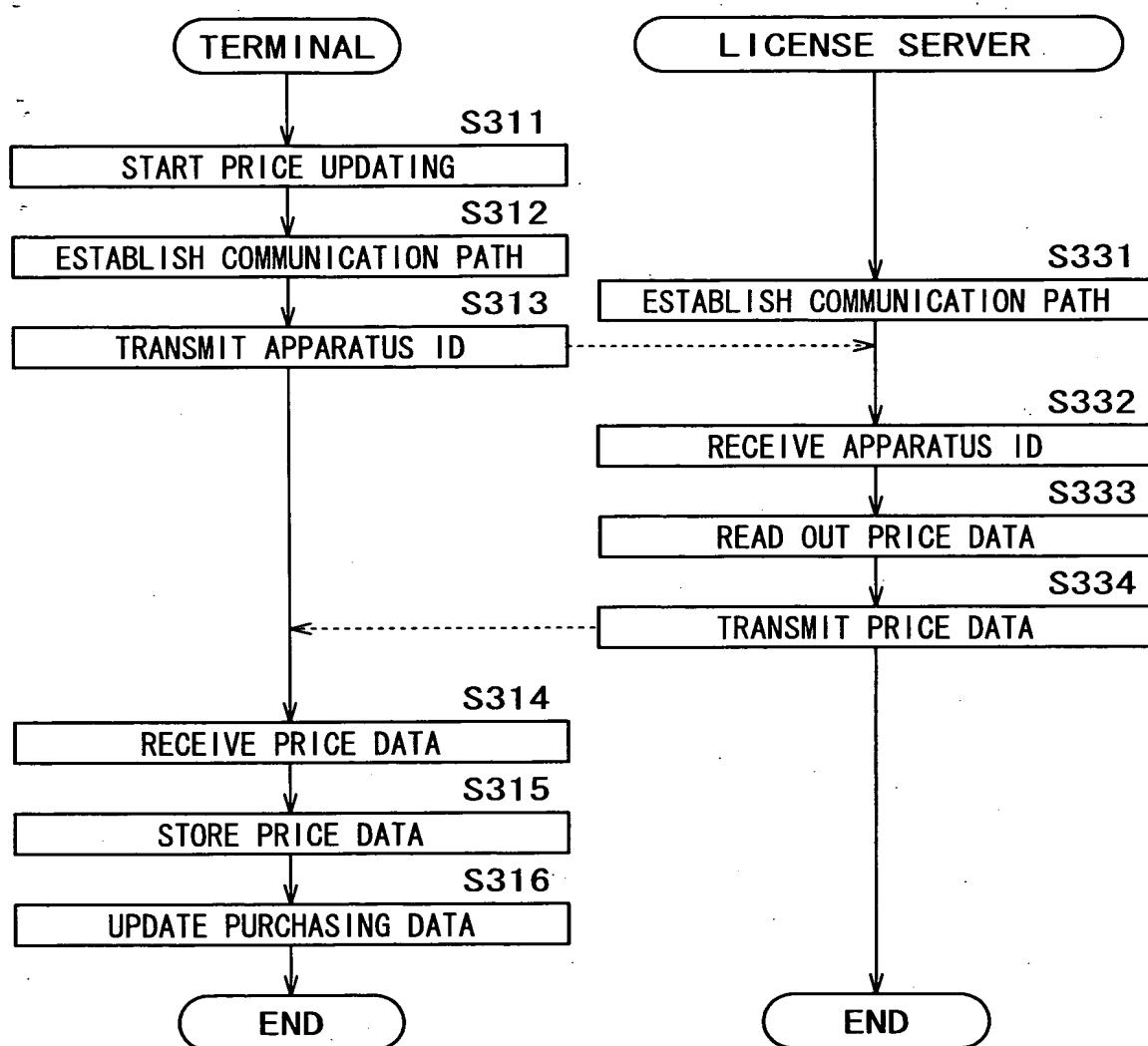
42 / 45

**F I G. 4 4**



43 / 45

FIG. 45

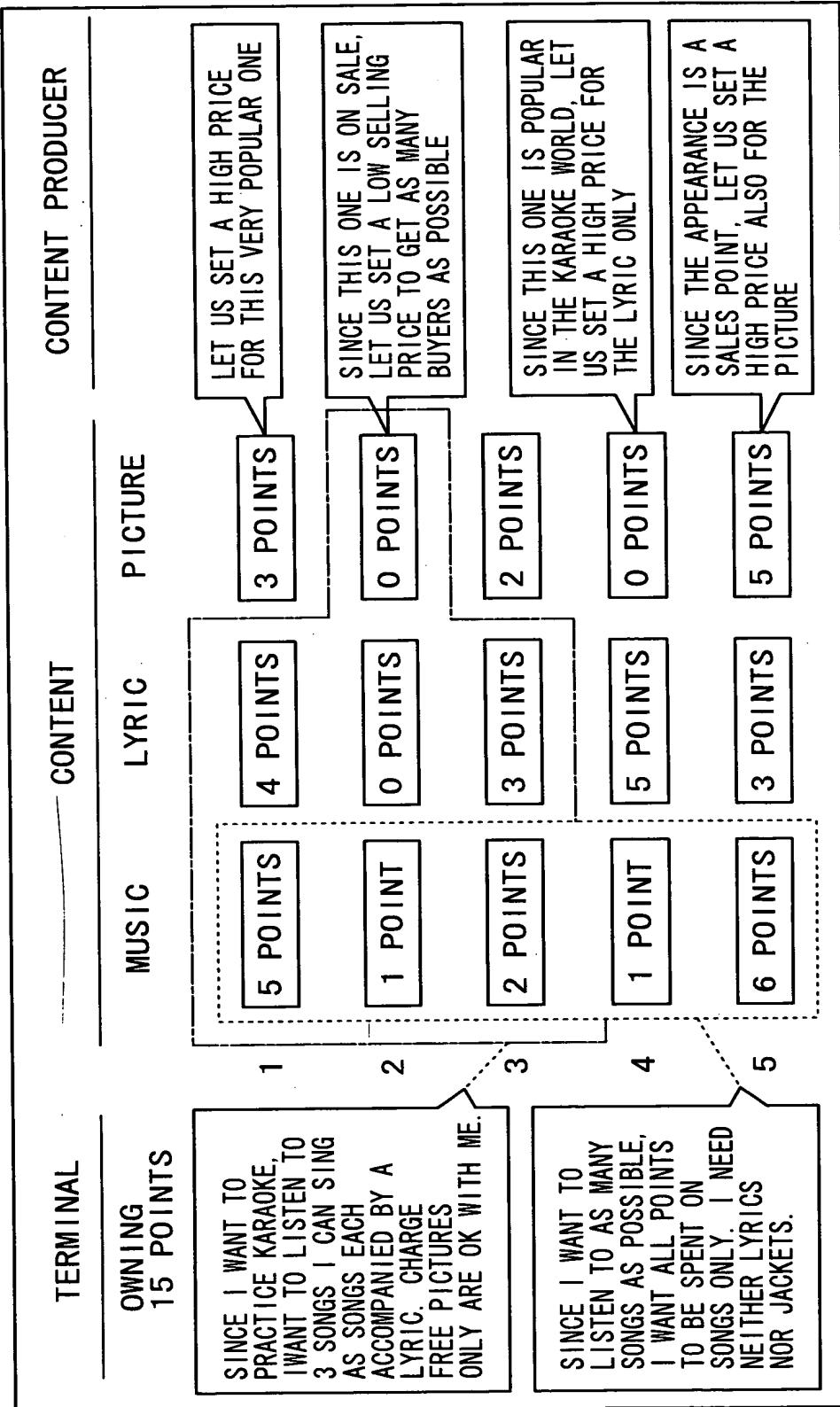


10/518797

SO4P0878

44 / 45

FIG. 46



10/518797

SO4P0878

45 / 45

F I G. 4 7

SET DISCOUNT	PRICE TIME VARIATIONS	SPECIAL CAMPAIGNS
<ul style="list-style-type: none"> <li>IF PURCHASED INDIVIDUALLY, YOU HAVE TO PURCHASE CONTENTS AT 10 POINTS PER CONTENT.</li> <li>IF PURCHASED COLLECTIVELY AS AN ALBUM, HOWEVER, YOU ARE REQUIRED ONLY TO PAY 6 POINTS PER CONTENT.</li> <li>IF PURCHASED INDIVIDUALLY, YOU HAVE TO PURCHASE CONTENTS AT 10 POINTS PER CONTENT.</li> <li>IF AT LEAST 10 CONTENTS OF THE SAME ARTIST ARE PURCHASED, HOWEVER, YOU ARE REQUIRED ONLY TO PAY 8 POINTS PER CONTENT.</li> <li>IF AT LEAST 30 CONTENTS PRODUCED BY THE SAME PRODUCER ARE PURCHASED CUMULATIVELY, A RIGHT OF 5 POINTS IS RETURNED BACK TO YOU.</li> </ul>	<ul style="list-style-type: none"> <li>DURING A PERIOD OF 3 MONTHS AFTER ANNOUNCEMENT OF A CONTENT, THE CONTENT IS TREATED LIKE A NEW ONE, HAVING A VALUE OF 5 POINTS. AFTER THE PERIOD OF 3 MONTHS HAS LAPSED, HOWEVER, THE CONTENT ONLY HAS A VALUE OF 2 POINTS.</li> <li>2 WEEKS OF A SELLING SEASON OF A NEW SONG, THE NEW SONG IS WORTH 1 POINT BUT IS RAISED TO 5 POINTS IN ADJUSTMENT TO CD SALES.</li> </ul>	<ul style="list-style-type: none"> <li>SONGS LIKE CHRISTMAS SONGS, WHICH ARE NOT SOLD DURING AN OFF SEASON, CAN BE LISTENED TO AT A POINT COUNT EQUAL TO HALF THE NORMAL POINT COUNT IN A SALES CAMPAIGN DURING AN OFF SEASON.</li> <li>A THEME SONG OF A MOVIE IS RAISED BY NECESSARY POINTS IN ADJUSTMENT TO A SEASON OF PUTTING THE MOVIE IN A TV BROADCAST.</li> <li>AS A TIE-UP WITH HARDWARE MANUFACTURER, THE PRICE OF A CONTENT IS DISCOUNTED BY NECESSARY POINTS WHEN THE CONTENT IS LISTENED TO BY USING PARTICULAR HARDWARE.</li> </ul>